

**METHODS AND SYSTEMS FOR COLLABORATIVE CAPTURE OF
TELEVISION VIEWER GENERATED CLICKSTREAMS**

ABSTRACT

5 Methods and systems provide clickstream captures at both local and remote
components by receiving user commands generated by the viewer locally where at least
some of those commands are then sent to the remote component concurrently relative to
when they are generated by the viewer. Commands may be captured and stored locally
while the commands that are sent to the remote component are captured and then stored
10 remotely from the premises of the viewer. Additionally, the user commands may be
executed locally such as at a viewer appliance and/or remotely such as at a video control
system of a television network. Information related to these user commands continues to
be stored locally and/or remotely from the premises of the viewer after the user
commands have been executed. Thus, the information related to these user commands
15 can be processed as necessary and used for various purposes.